



**WXIN-TV**  
**6910 Network Pl.**  
**Indianapolis, IN 46278**  
**(317) 632-5900**

# CONTRACT

<u>Contract / Revision</u> 379317 /		<u>Alt Order #</u> 06274071
<u>Product</u> PENCE 8/14-8/27 TV		
<u>Contract Dates</u> 08/14/12 - 08/27/12		<u>Estimate #</u> 2593
<u>Advertiser</u> Pence/Governor		<u>Original Date / Revision</u> 08/13/12 / 08/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WXIN	<u>Account Executive</u> Jim Quinn	<u>Sales Office</u> Telerep Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Strategic Media Placement**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	59	08/14/12	08/16/12	FOX 59 Morning News 7a-9a	7a-9a		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWT---				3	\$600.00			
N 2	59	08/20/12	08/24/12	FOX 59 Morning News 7a-9a	7a-9a		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-TF--				4	\$600.00			
N 3	59	08/27/12	08/27/12	FOX 59 Morning News 7a-9a	7a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$600.00			
N 4	59	08/14/12	08/17/12	FOX 59 News at 9a	9a-10a		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				4	\$400.00			
N 5	59	08/20/12	08/24/12	FOX 59 News at 9a	9a-10a		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTW-F--				4	\$400.00			
N 6	59	08/27/12	08/27/12	FOX 59 News at 9a	9a-10a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$400.00			
N 7	59	08/14/12	08/17/12	FOX News First at Four	4p-5p		:30			NM	4	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				4	\$285.00			
N 8	59	08/20/12	08/24/12	FOX News First at Four	4p-5p		:30			NM	5	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				5	\$285.00			
N 9	59	08/27/12	08/27/12	FOX News First at Four	4p-5p		:30			NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$285.00			
N 10	59	08/15/12	08/22/12	FOX 59 News First at Five	5p-6p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--1----				1	\$350.00			
Week:		08/20/12	08/26/12	---1----				1	\$350.00			
N 11	59	08/27/12	08/27/12	FOX 59 News First at Five	5p-6p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$350.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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<u>Advertiser</u> Pence/Governor		<u>Original Date / Revision</u> 08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	59	08/14/12	08/16/12	FOX News at 10pm M-F	10p-11p		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--T-T---				2	\$1,200.00			
N 13	59	08/20/12	08/22/12	FOX News at 10pm M-F	10p-11p		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	MTW----				3	\$1,200.00			
N 14	59	08/27/12	08/27/12	FOX News at 10pm M-F	10p-11p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	1-----				1	\$1,200.00			
N 15	59	08/18/12	08/25/12	Sa 7a-8a	7a-8a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-----1-				1	\$300.00			
	Week:	08/20/12	08/26/12	-----1-				1	\$300.00			
N 16	59	08/19/12	08/26/12	Su 8a-9a	8a-9a		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-----1				1	\$400.00			
	Week:	08/20/12	08/26/12	-----1				1	\$400.00			
N 17	59	08/26/12	08/26/12	FOX News Sunday	10a-11a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	-----1				1	\$225.00			
N 18	59	08/18/12	08/25/12	FOX News at 10pm Sa	10p-1035p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-----1-				1	\$600.00			
	Week:	08/20/12	08/26/12	-----1-				1	\$600.00			
N 19	59	08/16/12	08/16/12	NFL Pre-Season	8p-11p NFL Pre-Se		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	---1---				1	\$2,500.00			
Totals											44	\$24,825.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	39	\$21,990.00	\$18,691.50
08/27/12 - 08/27/12	5	\$2,835.00	\$2,409.75
<b>Totals</b>	<b>44</b>	<b>\$24,825.00</b>	<b>\$21,101.25</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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